

Message Text

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17

ACTION COME-00

INFO OCT-01 AF-06 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 EUR-12 /056 W

----- 103810

R 181335Z MAR 75

FM AMEMBASSY GABORONE

TO SECSTATE WASHDC 6408

INFO AMEMBASSY MASERU

AMEMBASSY MBABANE

AMEMBASSY PRETORIA

AMCONSUL JOHANNESBURG

UNCLAS GABORONE 0380

E. O. 11652: N/A

TAGS: BEXP, BC

SUBJECT: U.S. PARTICIPATIONIN BOTSWANA NATIONAL TRADE FAIR,

JULY 24 - 26, 1975

REF: A) GABORONE 0046 B) GABORONE A-7 C) GABORONE A-8

1. BOTSWANA NATIONAL TRADE FAIR, TO BE HELD JULY 24-26 IN GABORONE WITH PARTICIPATIONOF NEIGHBOURING COUNTRIES. U.K., TANZANIA AND OTHER EMBASSIES WILL ALSO BE INVOLVED. PRESIDENT KHAMA WILL OPEN FAIR. THEME OF U.S. EXHIBIT PLANNED TO BE "TRANSPORTATION AND COMMUNICATION." PROSPECTS FOR THESE SECTORS ARE IMPROVING IN BOTSWANA AND WITHIN THIS REGION.

2. IN LIGHT OF CANCELLATION OF COMMUNICATION EQUIPMENT TRADE MISSION, EMBASSY FEELS GREATER NEED THAN EVER FOR STRONG U.S. PARTICIPATION IN FAIR. WE NEED WASHINGTON'S ASSISTANCE WITH DEVELOPING INFORMATIONAL MATERIALS ON COMMUNICATION AND TRANSPORTATION THEMES.

3. REGIONAL COMMERCIAL OFFICER IN JOHANNESBURG AND REGIONAL AGRICULTURAL ATTACHE IN PRETORIA LINING UP U.S. BUSINESSES IN SOUTH AFRICA TO PARTICIPATE IN FAIR. EMBASSY INTENDS TO CONTRIBUTE

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CONSIDERABLEMANPOWER TO MAKE U.S. DISPLAY A SUCCESS.

4. GOB HAS CONFIRMED EMBASSY RESERVATION OF 84 SQUARE METERS
FLOOR SPACE IN UNWALLED PAVILLION. RENT WILL BE APPROXIMATELY
R360 (DOL\$550). REQUEST WASHINGTON AGENCIES (STATE, USIS,
AGRICULTURE AND COMMERCE) COORDINATE TO PROVIDE FUNDS FOR RENTAL
SPACE AND OTHER EXPENSES, INCLUDING PRINTING, TRANSPORTATION, ETC.
THOMSEN

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NNN

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